

THE KENYAN BUSINESS MIND

THE BUSINESS WORLD!

&

What School Didn't
Teach You About
Business

TITUS MIRIERI

ENTREPRENEUR MINDSET
BE YOUR OWN BOSS

The Kenyan Business Mind

VISIT...

LANZAROTE
Caliente.COM

The Business World

&

What School Did Not Teach You About Business

By: Titus Mirieri

Do you ever think of **starting a business** of your own? Either small or big business. You`re a right thinking person.

Now is the right time to start that business.

In this e Book, i am going to motivate you and give you convincing reasons for you to become an entrepreneur, a business minded person.

I will be training and teaching what school didn't teach you about the business world and also i will be showing you how to see business opportunities.

Above all, i will be making it practical by using various illustrations and case studies from successful businessmen in Kenya, Africa and the World at large.

About the Writer

Dear friend, brother, sister, father or mother, this is Mr. Titus Mirieri, 32 years old and a father to two. I'm a businessman and i love entrepreneurship so much.

After spending almost all my adult life in the business world, I can't stop being ANGRY that I live in a generation where school brainwashes everyone about job.

Apart from being a businessman, i have a mission in my life. To train one million Kenyans how to be successful business owners. I think it is STUPID of us as adults, at this terrible time, to continue teaching our children and youths how to be employees.

My goal is to liberate Kenyans from poverty. But i alone cannot do it. I need you to be part of this vision.

I started my first business before i was 15. If You Want to Learn My Secrets then read this eBook and more of my business training eBooks and i will see you at the top.

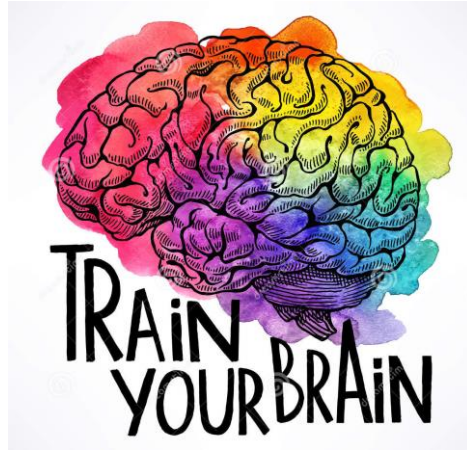


Table of Content

Chapter 1 - Your Brain Is Your Certificate	Pg.5
Chapter 2 - School Wastes Our Most Precious Time	Pg.14
Chapter 3 - School is Outdated	Pg.20
Chapter 4 - Job Security is a Lie	Pg.28
Chapter 5 - You Can't be Truly Rich as an Employee	Pg.31
Chapter 6 - You don't need the Government or any Employer	Pg.34
Chapter 7 - You can be an Entrepreneur	Pg.37
Chapter 8 - Differentiate yourself for Business Success	Pg.46
Chapter 9 - You Can't See Money With Your Two Eyes	Pg.52
Chapter 10 - You Can't Be Rich With Your Two Hands	Pg.57
Chapter 11 - You can't Be Rich Working For Money	Pg.61
Chapter 12 - Life is Red and Green	Pg.64
Chapter 13 - School The Smartest Deceiver I Have Ever Seen	Pg.70

Chapter 1

Your Brain Is Your Certificate



What if this is the best business eBook you have ever read? What if this eBook changed your financial life forever?

This eBook has changed many lives since its first edition in the year 2015.

This eBook has been read by thousands of people in Kenya. For 90% of people who have read this eBook since 2015, this is one of the best business eBooks they have ever read.

The first man to read this eBook in 2015 was Mr. Cleophas Msioli. This is what he said; “The first time I read this eBook I had tears in my eyes but I didn’t shed them....the eBook has inspired me in a lot of ways”

Another person, out of thousands of people who this great eBook has touched since 2015 is Mrs. Mary Akolo, a mother of 4 from Kisumu. Listen to what she said; “I am short of words. I don’t know how to thank you Mr.Titus for giving me more courage to be on my own.”

Another man who read this eBook last year said; “I never knew how blind I was about business and education till I met you Mr.Titus. This eBook has changed my thinking faculty. Am now a productive and creative thinker”...

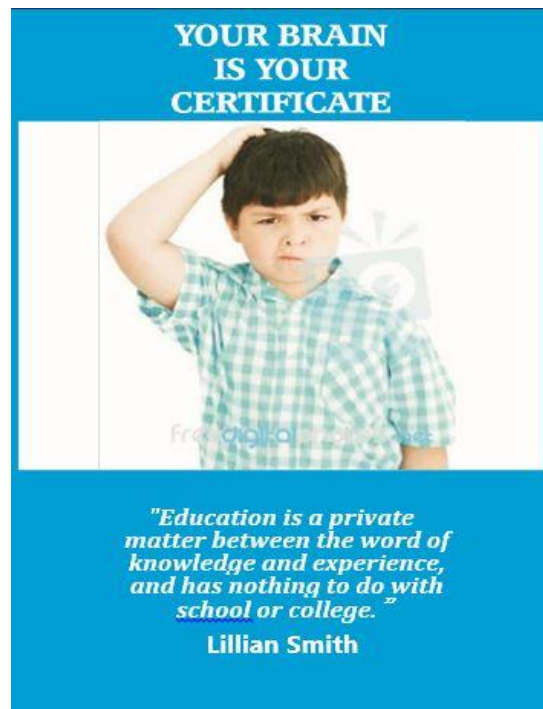
And maybe you don't know; this eBook is NOT a free book.

No. All of the above people paid for this eBook. So, why did i give you this eBook for free? The main reasons why i am giving this eBook out to you for free, is to motivate you and show you that entrepreneurs are special people. And Kenya needs more of them, because they hold the keys to a brighter future for our country.

If after reading this Ebook your life remains the same, Whatsapp me on my number 0798460333 convince me and i will give you Ksh.500.

However, if this eBook changed your life, kindly send it to 3-5 of your best friends so that it could change their lives too.

Let's get started



“Education is a private matter between the world of knowledge and experience, and has nothing to do with school or college.” Lillian Smith

Are you surprised?

Education has nothing to do with school? Is this man crazy?

Well, he was just being blunt. We were raised to believe that school is the source of education.

It's a LIE!

School makes children to love and believe in B.sc, PhD, etc. So many people even define education as certificate.

Haven't you met such people before? I know one man, who cannot speak correct English for five minutes yet, he's always proud of being “educated” that he always say it in public.

There are so many people like that. Why do they think they are educated, anyway? Because they attended University, College, Polytechnic etc., and they have B.sc Hnd, you know.

Education doesn't have anything to do with certificate. It has everything to do with your brain, your mind. Should we even find out the meaning of the word “education”?

Education is an English word which (according to some experts) originated from the Latin word, ``educio`` Educio means, ``to develop from within``, to grow in mind, to have power.

Let us check dictionary.

Dictionary.com defines education as follows; “The act or process of acquiring general knowledge, developing the powers of reasoning and judgment, and generally of preparing oneself”

Give me a minute. Please read the above definition again and write it down on your note. Note the statements I underlined (in the above dictionary definition of education) – developing the power of reasoning and generally of preparing oneself for life's journey.

Education, the true education, must prepare children for life. How I wish school prepares people for the real world! Yet that is what education must do.

If school claims to be giving education—which means to prepare children for life, then school is teaching children to seek good job (that is nowhere to be found), don't you see a contradiction here?

This is like, your father calls you on one Thursday morning and says, “my son, there will be a war very soon in this country and I want to prepare you for the battle”, then your father starts teaching you how to fight with arrow and sword in 21 century.

How will you feel?

You might think something is wrong with your father. You will think your father is outdated. You will not take your father serious, will you?

Knowing how to fight with arrow and sword was a great thing in 14/15 century. But not again because life has become more sophisticated.

I want you to get me right.

What school is teaching was very good. Going to the university and having good grade was enough to make you rich (or at least make you live conveniently) some 50 years ago—not now.

What was good—is no more good—because life has changed (I'll discuss this fully as we move on).

Let's check the dictionary verb meaning of the word education. Dictionary.com defines “educate” (which is the verb form of the word education) as; “To develop the faculties and powers of (a person) by teaching, instruction or schooling”

Oh my God! Will you please read the above definition again? To develop the faculties (plural) and powers (plural) of a person— that's education.

An educated man is not a man who studied physics in the universities. An educated woman is not that woman who studied Accounting in the polytechnic.

An educated person is that man/woman who has developed his/her faculties (plural), his mind, and who has possessed power to get whatever he/she needs in life (in a legal way). An educated person is a powerful person.

Now you can see, if truly our universities and colleges give education, multitudes of graduates will not be unemployed as it is in our country today.

Because they would have been prepared and given power to create their desired lives in the real world. With the above points, you now see what a learning must contain before it will be called “education”.

It must develop mind (in the right way, not as a father who is teaching his son how to fight with arrow in 21 century)

It must give power (the courage, strength and wisdom to face life) “It must prepare children for the real world”.

Pay attention to the following sentence.

Education is the transition of wisdom from an older (or wiser) person to the young generation.

Tell me, why do we depend on the older people to teach us something? Why do we take time to listen to the wiser people?

It's because we trust them that they know more than us. Because we want them to teach us from their experiences.

Now let me ask you, why do lecturers in the universities, after knowing the truth that no good job out there anymore yet, continue teaching students how to get good job?

Why do governments, having the alarming statistics of unemployment yet, allow children to continue learning how to get jobs?

I am angry! I am furious! I am feeling as if I should kill somebody– Mrs. School.

People who we trusted (when we were children) to give us education have failed to give us the right one.

They are our fathers. They promised to teach us how to fight in the battle. Unfortunately, they trained us to use the outdated weapons– arrows and swords. We deserve their apology.

When I was in campus, many people believed that I was a genius, because I was the only person who got a first class out of about 547 students of my level.

But wait!

I never collected that "wonderful" certificate from school. Am I crazy? Maybe.

But you see, I have realized early in life that my certificate is my brain, my mind. I work extremely hard to build my mind.

I have read hundreds of books about; Money, Business, Leadership, Human Relationship, Negotiation, Sales, Marketing– and just any success related title.

Then about Marriage, God and spirituality. Just to build my mind up for success. At a point in my life, I felt so much loaded that I said to myself, ``nothing on Earth can make me poor`` Nothing– not bad government, not bad economy, NOTHING! Not even if someone throws me to an unknown country where I cannot speak their language.

When you get to that point in your life, you know you have built a wonderful mind. School makes children to believe that good certificate will make them rich and successful.

It is a white lie. That could be in 19century. In 21 century?

Your mind determines your success. Think about it!

Did Dangote become the richest African because he is a professor? Is Johann Rupert a PhD holder to become the richest man in South Africa? Does Bill Gates have any certificate? Did Mark Zuckerberg (who founded Facebook) finish school?

Then, how did they get to be rich and successful? Behind all these men and other successful people, are well built minds, well prepared for riches and success.

Let me quote George Santayana: “A child educated only at school is an uneducated child.”

What does that mean? It means if all you know (about money, life and success) is what school taught you, then you know nothing, nothing at all. I'm sorry if my tone is too harsh! Let's ask ourselves, if certificates really matter in life, why are most professors poor and they keep on holding strikes demanding for pay rise?

Don't you know that many Lawyers and Doctors are now earning as low as (Ksh.70,000) \$700 a month? And they are the most learned people in Kenya.

That is not up to what some break-layers earn. Then, who can prove the golden worth of certificate in 21 century?

Certificate may earn you big name (B.sc, M.se, Pd.D., Prof. etc). It can also earn you (a living) what to eat and drink, but only your mind will earn you riches.

How do you have a mind that makes you rich? Sorry, nobody has it. Everybody builds it.

How do you build such a wealth attracting mind? Just as you build your body by eating food, you build your mind by reading books and being open minded and ready to learn from successful people.

When you eat well and exercise your body, you'll become healthier. When you read good books, learn from others and attend training seminars, you become smarter, wiser and eventually richer. Read less of sport news, start reading financial books.

Reduce your hours on movies and games, start reading good books. Watch less of football matches– you need to read some good financial books.

Sit down today and fish out two-six hours out of your hours a week. Use this period to read good financial books and business articles.

There are thousands of good motivational/financial books out there. If you never knew any library or bookstore near you, ask and ask. Borrow or buy.

Read, read and read financial books. Read motivational books, wonderful books soon you'll have a mind that attracts wealth.

Your environment will gradually turn to green. You know what that means? You will start seeing business/wealth opportunities you never saw before. You will become loaded and unstoppable.

This works, no matter what your current financial situation is, believe me! Never forget this words from Isaac Asimov: “Self-education is, I firmly believe, the only kind of education there is.”

If for any reason you cannot educate yourself, you're an illiterate, even if you have a PhD.

As I am writing these words to you, I have acquired knowledge from over 750 business and financial related books and probably over 200 other non-financial books. That`s what makes me. I don`t care about my certificate. I care about my mind.

Education does not have anything to do with certificate or school, it is your mind that makes you rich.

You have to build that mind of yours by feeding it with the right knowledge through readings of good books, magazines and articles.

Let's move on to chapter 2...

Chapter 2

School Wastes Our Most Precious Time



Please, take time to think about the following quotation; “The trouble with being educated is that it takes a long time; it uses up the better part of your life...”– Phillip K. Dick

How old were you when you finished university or college? Especially in developing countries, an average man/woman gets first degree at age 24-30.

One problem about this is that, the daring spirit that is in us at 25 isn't the same at 31. We all know, don't we? That when we crossed 30, we become more conscious and less daring.

It is time people want you to get serious, "behave mature". It is time your mother wants you to get married and your father wants you to bring something, so there are some pressures on you.

While there is nothing wrong in becoming 'mature', something in us tends to fear anything abnormal, risky and unusual. This would not have been a problem, if the world school prepares children for the world of good job, still exists.

That was never a problem, until a few decades ago, because many good jobs were still available.

If many good jobs are available for our graduates today, what is bad is graduating at 32? Nothing much. But as we all can see it in our continent today, a guy graduates at age 28. He is much excited.

He travels to Nairobi in search of a good job. He attends many interviews and keeps on hoping. After one year, he gets a job, this time not good one but just to keep himself busy. After working six months he has discovered that life is red.

He is now 30 years old.

His younger sisters and brothers are looking up to him. His mum too is expecting. He too is desiring a better life. He wants to get married and “settle down”. So in this case, he feels like no time to waste.

Though he would love to start his own business, entrepreneurship seems a waste of time for him, especially because he was never trained to be an entrepreneur.

No appetite to take any risk—no—because school never taught him how to do that.

Above is the picture of the average person. Do you agree with me?

If good jobs are available, I dare not call the time spent in school a waste. But as it is not, I believe school is wasting young people's time, teaching them to prepare for the yesterday's world.

For instance, I was 17 years old when I had to carry fire wood on my head, because I needed capital for my business and I was 20 when I was desperate for capital that I had to beg people to allow me to hawk for them. At 25 I would have considered such things as messes.

What is my point?

We can do 'ugly' things needed to raise capital, we can endure the pains of running a startup businesses easier, when we are young.

Unfortunately, those precious years are spent in school, packing facts and figures into our heads, instead of using our brains to think and create our desired life.

Most rich people you see today didn't start the journey to wealth at 40. Warren Buffet started investing when he was only 13 years old. Steve Jobs started his Apple vision before he was 15. Mark Zuckerberg started Facebook when he was about 19 years old. The year Dangote started business he was only about 20 years old.

Research about Bill Gates, Jimon Ibrahim, Mike Adenuga, etc. You will notice a common trend.

What do I mean?

Do I mean to say that it is too late for anyone who is above 30? No! I'm only saying, it's easier to run a marathon at 20s than at 60s.

Most people who will read this book will not find this chapter favorable for two reasons. First, because some are over 30 and out of school. Second, because others are in their 20's, but still in school. What then should I do? Is your likely question.

Do just what many of the above mentioned billionaires did. Steve Job was in the University yet, he continued pursuing his business vision.

Bill Gates was a student of Harvard when he started Microsoft. In fact, Zukerberg started Facebook in his University's room, on his computer.

Are you in school? I started becoming business minded since my school days. I had business team (my friends) as far back as school days.

We read business books, talked business, attended business seminar and used our little cash to start businesses. We made mistakes. We lost money.

You're over 30 unemployed or working a job already? Let me tell you this truth. Entrepreneurship journey starts from the mind—your mind.

So, your present job, engagement, attachment or even imprisonment never stops you from starting.

Do you get what I mean?

It is like being a soldier. The secret work and preparation of the battle is greater than the battle itself.

An inspiring entrepreneur has so much to do in secret, starting from his mind, as we discussed in the previous chapter. So this doesn't affect your present schooling, job or attachment.

You may read financial books at nights or early morning. Read good online articles (Google whatever you intend to know about capital, business etc.).

You may attend financial seminars and that is a good way to start.

You can go on market survey on weekends. You can negotiate capital with people at your free time. You can start doing something, now. Once again I need to restate that I'm not saying that if you're over 30 it is over for you.

No! I'm only pointing out the harm school had done to us by keeping us in the prison rooms (sorry, class rooms) for many years, only for us to come out and discovered that we have been deceived. We have learned little or nothing.

Listen well to this quote from Ralph Emerson: “We are shut up in schools, and colleges, and recitations rooms, for ten or fifteen years, and come out at last with a bag of wind, a memory of words, and do not know a thing.”

We wasted many years (actually the most important part of our lives) in the classroom, learning nothing meaningful. But it`s not too late for us. We can start to get it right NOW.

Start running when your bones are still strong! That is my message. School has wasted our time, which is our life.

This happened to all of us. However, most people never knew this fact. They continue worshiping school. Some people know, yet they do nothing about it.

The objective of my business training in this chapter is that you may know the truth and for the truth to set you free. That you may know that school has wasted a part of your life, so you may do something urgently about it.

So many people are dumb. They are ignorant.

You must have seen many of them. After they finished their first degree, they search for job for two years and no job. So they think that they don't have enough certificates, so they get back to school.

Some go to get Masters, others to get professional certificate (CPA, ACCA, etc.) These people think that the problem is with the certificate they are holding. That's wrong.

The first problem is; the world has changed. The second problem is that, nobody seems to tell us that the world has changed.

Nobody seems to be telling us the truth that; what made our forefather rich can no longer make us rich.

Now I am telling you the truth.

You don't need more certificate. You only need more of financial education. You must educate yourself and you must start running, in order to recover the years school has wasted.

Let's move on to Chapter 3...

Chapter 3

School is Outdated



Think deeply about the following quotation. This is my own quote: "You can have all the schooling you want; You can have first class, straight A`s; it doesn't make you a bit smarter or wiser"

I know this will shock so many people who worship school and think schooling makes people wiser. When we were in school, we thought we were in the best place.

School will never let you know it's out of date. Until when some of us get into the real world and have the courage to question many wrong assumptions and myths that school made us to believe.

In fact, most people will die without discovering this truth. John Taylor said, "The truth is that schools don't really teach anything except how to obey orders."

That is, how to be a good employee.

Nonsense! Nonsense!! Nonsense!!!

I wrote some things against school on Facebook sometimes ago and one of my Facebook friends commented. He asked something like; "People do say that anyone with B.sc is a hidden millionaire. Are you going against that saying?"

I laughed.

But I decided not to reply him because some other people who commented after him had replied him well.

Let me ask you; is it true that a degree holder is a hidden millionaire? I'm feeling like laughing as I'm writing these words. But unfortunately, I have no one here to see me laughing.

Maxine Hong Said, "You can't eat (first class) straight A's".

What does this imply? If school gives you first class certificate, it's your brains and mind that will matter at the long run, especially in 21 century.

It was really a smart thing to go to school. How? Think about this. Just about 89 years ago (1928), the world population was only 2 billion.

We had many industries and very few technologies.

What did this mean? First, jobs were more than people. Second, human beings did more than 90% of the jobs, because we had only few technologies.

That is why the employers would be begging our fathers for job. I remember my uncle telling me that he got over 10 job invitations while at university before graduating. Now, things have changed!

By October 2012, it was estimated that the world population has grown beyond 7 billion, (almost four times of the 1927 population). That would not have been a great problem. This is the greatest problem;

New technologies come up every day that are doing men's job.

The more the technologies to do what men are doing, the louder the cry of employees. Why? Layoff (sack letters).

Let me use an example you see every day. In the year 2004, if you needed to withdraw money in most Africa countries, you needed to enter bank hall.

Bank halls would be filled with customers who needed to cash their savings. Because of this, banks employed hundreds of thousands of graduates. I remember bank queues were long.

Suddenly, Automated Teller Machine, ATM was invented. As this technology entered market, what happened?

Many bankers cried home. Banks (and other companies) needed to cut cost, reduce expenses and maximize profit for their shareholders, don't you think so?

If you're the owner of a company, will you employ 20 people to do what you can purchase a machine to do?

Since machine doesn't ask for salary, it is always a good business decision to layoff staffs; if any technology has been invented that can do what 10 or more human beings are doing.

Earlier today I was reading some things from the website of Eco-bank, a bank that has branches in over 35 countries. I read the total numbers of their staff and I had to read again. Why?

Because the numbers of their employees I saw seems to be what in the past would have be the staff for just Kenya branches alone.

If I am correct, a bank now employed the numbers of staff they would need in a single country for 35 countries. Why? Because technologies now do the work men used to do.

I read something interesting few days ago. It goes like,

“In the next world the only things we will need for our industries will be machines, a dog and a human being. The work of the dog will be to keep man from touching the machine. The work of the man will be to give food to the dog, while the machine will be the true 'employee'”

Let me seriously warn you.

More and more crazy technologies are coming which will lead to many more layoffs.

If you are an employee today or in search of job, I seriously pity you, because in the next few years, increase in population and more technologies will send more people out of their “good jobs”

I was in Cooperative bank sometimes ago when my banker friend asked me whether I know about mobile money (Internet banking) or not.

He instructed me on how to do my online banking while I kept on wondering, will there be more than a single or two people in a bank hall in the next 10 years? I doubt.

I use bank extensively because that is what is easy for all of us to see. It happens everywhere.

You think about the Transportation industry.

At the beginning of this century (year 2000) if you were living in Nairobi (or anywhere far from your family) and you gave birth, built house or graduated from school, you would have to travel home, to tell your parents and family members, so helping transport industry to boom.

If your mother also wanted to tell you that your 79 years old uncle is dead, she would have to travel to you. Then, a new era of affordable telecommunication arrived.

Technologies changed the way we behave and transportation business for that matter and of course led to layoffs of thousands of transport workers. Think about it.

You now communicated, cheaply with anybody anywhere in the world. If you give birth now, you'll only call your mother. If anything happens at home now, they may just send you an SMS.

If you miss any of your sisters or friends now, must you travel to them? You only need to get to Facebook, Whatsapp or Twitter.

In the past, people traveled for almost everything. Now we travel for only very important things.

This has led to less business for the transportation industry and less worker, so added to our unemployment rate. In the past, you would need a whole lot of workers to work on your farm (if you were a farmer).

Now we have many machines and chemicals. What happens to your employees? You send many of them home with no apology.

In the past, you needed some specially treated genius to maintain your business website. You treat these guys like gods, since they operate with html, CSS, and many coding you are fearful of.

Now a dumb person can build a website in 10 minutes at least I, (as novice as I am about technologies) learned and built a little website that some pros gave pass mark.

Anybody now can maintain his business website himself. Technology has made all that easy and cheap. I can go on and on to show you how our world has changed with various technologies.

Why these technologies are here to help us, they are as well here to take away our jobs.

This would never have been a problem, if we had a good school system that can easily amend to cope with emerging threats.

Every business is cutting cost, embracing technologies – laying off staffs.

We all know this. Everybody is aware of this. But I keep on asking myself; why does school keep on teaching children how to get good jobs when a bad job is even scarce?

This always make me angry! If school were a human being, I would have loved to sue him for a criminal offense!

Why should we pay costly fees to train our children to find jobs that are no more existing? Why?

I need answer and I seriously want to know. Tell me if you know. Why do we have to continue teaching our children how to get job when job is no more available?

The truth I'll love to tell you is this: most people have realized that school cannot help anyone to be rich.

They just do send their children to school because they don't know any better way.

What am i saying here? Do i advise you not to go to school? No. But am crying out loud, never trust certificate to make you rich.

School is outdated.

You just must register yourself into the school of wealth. Reading business training books shows that you're ready to grow. And your life will never remain the same after you finished this course.

Please, get me right! Certificate can be a starting point to wealth. Job can be a starting point to raise capital. But never dream of working for another man for 35 years.

It is too painful. Don't you think so? That's my message.

This chapter is design to show you exactly why i preach against school. The open secrets school (and most people) doesn't know is; The world population is increasing every day while the jobs are reducing every day because technologies are now doing the jobs.

Yet, school doesn't change. It keeps on teaching our young generation to love job. You have now discovered another hidden truth. I am gradually preparing your heart to be an entrepreneur.

My objective is to show you that there are no two ways, but only entrepreneurship. I want to take your mind away from any and every other possibility you might be considering.

You see, the reason why many people consider the entrepreneurial journey as painful is because their mind is still hoping for a good job.

Don't you know? Haven't you seen people like that?

They have a small business. Instead of them to devote their lives and see that they grow (or transform) their business, they are still hoping that one day they will get a good job. So they are never committed to their entrepreneurship vision.

This is because they still have hope in job. Am taking you out of such thinking!

Listen to this; there is NO more hope in job. Close your eyes to job. Open your mind to entrepreneurship.

The purpose of this eBook is to reveal the realities of the present world to you and to show you the reasons why you MUST become a business owner.

Let's go to chapter 4... If there is no risk, there is no reward.

Chapter 4

Job Security is a Lie



"Life is either a daring adventure or nothing. Security does not exist in nature. Avoiding danger (risk) is no safer in the long run than exposure." by Hellen Keller

No one will ever become rich, keeping his head 'save' as employee. School deceives lot of people to believe in job security.

That is, you get job, get salary for 35 years and retire.

Then, after your retirement, your employer continues feeding you with what they call pension till you die.

That sounds interesting. Isn't it?

Capital Bullshit! There is opposite to that, and that is freedom. Freedom is what you earn after you succeed as a business owner.

Which will you choose? Freedom to work when and how you want or security to earn salary whether your employer has problem or not?

Freedom to live the way you want or restrictions of work place and time to work? Are you deceived to believe in security job promises? Let's read what Benjamin Franklin said,

“Those who surrender freedom for security will not have, nor do they reserve, either one.”

Freedom is what entrepreneurship promises, but it involves various risks, therefore, no security.

But if you forgo freedom and pursue security, you're simply avoiding the price for the greatness you desire. I even love to ask you, is job security real? Is there anything you can call security in this world?

Hellen Keller said, "Life is either a daring adventure or nothing. Security does not exist in nature... Avoiding (risk) danger is no safer in the long run than exposure."

Those who avoid the risks of business world eventually find themselves with the risk of losing their jobs any time.

Those who love the ease being an employee later endure the pain of layoff. Many months ago, banks intended to layoff many of its staff. Giving letter was too expensive.

Sending mail (as a bank has earlier done with its staff) was not going to be fast. A man simply called from the head office, introduced himself and told the manager; “as from so date, only so and so remain our staff in that branch”.

The number of employees to be laid off was so large therefore making it easier to name the remaining employees.

Unfortunately, the manager who received that call was also to later leave the job. Then, where is the place of job security?

In today`s world, where even the government is unable to pay salaries of its employees at appropriate time, who tells you that the “good job” you`re searching for is truly good? In the real life, dear friend, security doesn't exist.

So, Dare. Live. Run. Pursue.

You have a business idea? Start little, now. Fear is in your heart, I know. But I have good news for you. Everybody fears. Yes, everybody is afraid of starting something new.

Those who win and become rich eventually are those who act despite the fear in their hearts. Instead of enduring the pains of job, what if I prove to you that you can be an entrepreneur?

I will do that soon.

Let`s proceed to chapter 5...

Chapter 5

You Can't be Truly Rich as an Employee



Apart from the fact that “job security” that school brainwashed us to believe, you cannot even become rich as an employee, even if you have the so call “good job” and the “job security”.

The question I keep on asking people is, how many employees do you know who are millionaires?

Check the list of the 1,000 richest people in the world and show me who among them is an employee. Let`s forget that for a minute and think about some who are truly earning so much money, as employees.

Yes, some employees are receiving very huge amount of money as salary, but you know something? Becoming thoroughly rich goes a little beyond having much money.

Most times when I get to banks, I usually pity the bankers.

I cannot imagine myself leaving home as early as 5:30 am, getting to work and start working from 8am to 6pm, in the job I probably don`t like, almost non-stop and then you will call me “rich” because I'm getting Ksh.150,000 each month.

Aside from the fact that, even the so call “good jobs” cannot make you rich, it will take life out of you because most time, you will have to work like a slave.

I heard about a man who was having a very “good job” and at the time when he wanted to get married he needed the company he was working for to give him honeymoon leave.

Guess how many months/weeks he was given?

Never months. Not even weeks. He was given Thursday and Friday that led to his wedding date.

The meaning of that is that, he would have to go back to work on Monday, somebody who got married on Saturday.

I don't care how much such person is getting as salary, he's a slave, don't you know?

For near 6 years after I got married, though I was working in my business, I was still in “honeymoon” because I could wake up on Monday and decide to be with my wife all the morning, or not to work at all.

I have no boss to threaten me. I have no file I “must” sign. To me, that's the true wealth.

School is dumb when it taught us to fall in love with “good job”. The only thing that makes you truly rich is whatever you have control over and that's why I'm challenging you to do all you can, to be a business owner.

Your business will not just give you money, when successful, it gives you freedom.

School is #stupid for teaching us to fall in love with ‘good job’

Because so many people have been deceived by our school system, i just have to do something, URGENTLY. That is the reason for giving this eBook out free and that is the reason why you have to get this eBook to the hand of every of your friends and family members.

Let's make our world a better place.

Let`s move to chapter 6...

Chapter 6

You don't need the government or any employer



You don't need the government or any employer. Believe in yourself. You are strong enough to make your life.

Years ago, when I was still a little guy, I started thinking, “what if I was an animal?” What if I was a snake or even a weak rat?

Look at the kingdom of animals. They don't have government. They don't have employers.

In fact, their parents don't care about them except for their first few days or weeks on earth. Do you ever see a chicken that is expecting a “government” to take care of it?

Do you ever see a goat that's begging anyone to employ it? Do you ever see a snake that is expecting its mother to feed it (except for the first few days or weeks of its life)?

If animal, as weak as they are could be independent, why are we, humans not? You have to answer this question! If you don't answer this question, I will be angry with you.

If animals, ordinary animals, could be strong enough to live their lives without any government, employer or expectation from parents, why do we, powerful human beings have to live our lives depending on governments, employers and parents? It's a painful thing.

But it didn't just happen.

We were conditioned into it and one major agent of this destructive condition is school. One of the hidden objective of our forefather who started school was to have an institution that will train children to be "obedient".

In their honest determination to have a peaceful society, they thought it's good to build dependent men and women.

They calculated right because dependent people are easier to rule and control, than independent people. Don't you know?

To be honest with you I will say that one major reason why our world is easy to live in today is because above 90% of people are having dependence spirit. I can't imagine a world where everyone thinks independently!

How will such world look like? Can you imagine a world where everyone will not depend on his parents? Can you imagine a world where every citizen creates an idea of his desired life? Can you imagine a world where everybody wants to be an entrepreneur?

It's going to be a riotous world. We cannot live in such world!

So I think our forefathers were right to have given us an institution that is responsible for gently, slowly but heartlessly train us to be dependent. But here is my argument. Must you be dependent?

Though it's good (for the peace of the world) the way most people in the world are dependent, but must you?

So many people today look up to governments (I recently watched a clip of a mother saying, "Serikali saidia"). So many people look up to employers (in fact, as I'm writing this chapter, someone just called me and asked me to help him to get a job for his "person")

So many people depend on their parents. My question is, what if you're an animal? If animals could be strong enough to provide for their daily needs without the help of any other animal, I think you're one thousand times stronger than animals, aren't you?

School slowly trained you to be dependent (on government/employers).

I'm telling you – its bullshit. You're strong enough to create your life. You don't need government. You don't need any employer. You don't need anybody (except God). You're strong. You're strong.

You're strong to achieve whatever you want.

Let's proceed to chapter 7...

Chapter 7

You can be an entrepreneur



You can be an entrepreneur. Yes you can!

“Whether you think you can, or you think you can't...you're right.” by Henry Ford

When a child is born, he is like water. He is pure and neutral. He doesn't know anything and he is open to any influence from anywhere.

This child can be trained to be good, and he can be trained to be bad.

He could be trained to be kind; and he could be trained to be violent. This child could be trained to be godly, and in fact some terrorists give birth to many children with the sole aim of training them to continue terrorism after them.

As an innocent child could be trained with good or evil virtues, so can he be encouraged or brainwashed about the profession he should choose. So many of us were purely brainwashed.

We were told often by our parents and teachers that the best way to life is to be a doctor, engineer, banker or any big company worker.

Not our parents alone.

The movies, the music, the television– all work against us to set our minds on what they assume is the best – being an employee.

Did you ever see a man telling his son, “My son, as you are growing up, the best you can do with your life is to be an entrepreneur. You Can. Dangote did it. Chris Kirubi did it. You can do it” Ever heard a statement like that from a father?

In the real sense, nobody ever believed in us to be entrepreneurs. Nobody ever encouraged us. No one ever even told us we should.

A mere expression of faith in us (by our parents) would have inspired many of us to be entrepreneurs. But what were your parents telling you when you were young?

They told you how sweet it will be, for you to get good grade and good job.

Do you know that if you have 10 children (just for instance), and you always tell these children; “My children, being a business owner is more profitable and rewarding than being an employee”, “My children, you have everything it takes to build the richest company in Africa”, “My children, see, Chris Kirubi was just a boy like you when he started, you too can start and succeed” etc.

Even if you don't know anything about business, you are giving your children a dream to pursue.

They will nurture the entrepreneurial dream in their hearts, and we will not be surprised if eventually 3 or 4 of your 10 children end up being successful business people. What am I saying here?

A mere insight and encouragement from people who are older than us about entrepreneurship would have helped our country and continent to be better. You and I know,

don't we? Wherever you see someone who believes in you, you tend to believe much more in yourself.

I remember as a little child. I was a sickly boy (because I was born with a strange genotype, SC). I would fall sick many times in a year. Everybody stigmatized me. But my mother would draw me near herself and tell me, "My son, you are very brilliant and beautiful"

As a boy, I always believe that I was brilliant. At a time when I was performing poorly in school, my father said, "he is brilliant, but too playful". I stopped being playful. At age 14/15, when i was in high school, I started reading at night. I stopped wasting time watching football and movie (and never since then love them anymore).

I had one of the most outstanding performances all my school days. Do you think I am brilliant more than my mates? I don't really think so. The difference I could see is that I had someone near me to tell me,

"Titus, you can".

Those period, even when I was a sickly boy and everybody saw me as a disadvantaged boy, I always remember the words of my mother.

I believed I was brilliant. Though my mates called me ugly, I believed I was handsome. I ended up being very brilliant and just as you can see in my photograph, I am a handsome man now. Lol.

I tell you again; if as children we had someone to enlighten us, and to encourage us about entrepreneurship, many of us would today be employing 50, 100 or 1000 people.

Think about Jews people; the Israelites. They are only 2% of the US population, yet, they are 25% of the top richest Americans.

Of the recent list of 1,426 Forbes lists of the richest men, Jews alone boasts of 17 people. Think about the Jews that are ruling the world.

Do you know Mark Zuckerberg who founded Facebook? He is a Jew. Do you know Paul Allen who founded Microsoft together with Bill Gates? He is a Jew. Do you know Michael Dell who owns Dell Computer? He is a Jew. Do you know Sergey Brin and Larry Page Who founded Google? They are Jews.

There are so many Jews like that at virtually every field of human Endeavour, taking lead and succeeding. But why is it so? Are Jews smarter than the rest of us? Do they have different brains or opportunities? I bet no.

In fact, they are probably the most disadvantaged in the world because they have suffered from wars and oppositions than any other single nation on earth.

Jews are always in battle with this or that nation, right from the days of their forefathers. They are unrest. They are not at peace. But they are great. Why?

Because an average Jew is trained to create his world, himself. They are focused on being creative and creating opportunities.

Independence is the watch world many of them run after.

What point am I making here?

You can be an entrepreneur; just as you can be an accountant, a lawyer or tailor, and the only reason why you are not an entrepreneur is because nobody had ever told you that you can.

That by the way is not your fault. You chose the path you are right now, not because that is the easiest path. You chose that path just because that was what you were trained to choose. School teaches that the best you can do with your life is to get a good job in a good company.

Bullshit!

School encourages us to look up, instead of teaching us how to grow up. School teaches us how to get fish from a boss, not how to catch fish ourselves.

I hate school for that. What about you? Read the following quotation thoughtfully: “I believe that school makes complete fools of our young men...” - Petronius (Satyricon).

Read the above quotation again. You may not write it down, but think deeply about it. School makes complete fools of our young men.

How?

School made fools of us by teaching us that it is better we work for the rich than to be rich. School never taught us how to build our own businesses, instead, how to help others make their business succeed.

Do you ever ask yourself, why does school teaches every child to seek job? By the time every child loves job, who will create job? That is what is happening in Kenya and all over the world today.

Imagine a country that produces thousands of graduates every year.

If you interview these thousands of young adults about their dream, (except very few) they will tell you that they would love to get a "good job".

If all of our youths are trained to love to be employees, who will be the employer? The last time I asked someone this question, his answer was something like, “some people will.”

Do we need a prophet to tell us the reason for the massive unemployment? Do we need a genius to analyze this?

Let me tell you this truth. There is no meaningful reason why we should have more Medical Doctors than we have successful entrepreneurs.

There is no genuine reason for our continent not to have, multiply by 5, of the number of the scientists as entrepreneurs.

Tell me, do you think it is harder to be an entrepreneur than to be a soldier? Yet, we have thousands of young men and women in Kenya bribing every year to be soldiers. So, why are there few successful entrepreneurs in Kenya?

Orientation.

Young people are wrongly oriented – by the school, television and the society. If you observe diligently, you will find that most of the successful business owners are not product of formal school.

They are men/women who disagreed with school.

Instead of waiting for job, they choose to create it, for themselves and for others. I studied Accounting, at the University of Nairobi, School of business. For years, I was learning how to calculate money.

How do I make money? No teacher taught me. Isn't that foolish?

Then why should i love school, I hate school.

Why will you be teaching me how to calculate millions, yet never taught me how to start my own company and make millions? If you'll believe me, I will tell you the truth.

Othman Benjelloun, the richest man in Morocco is not in any way better than you! Chris Kirubi, a billionaire Kenyan or Bill Gates, are not luckier than you.

They only got different orientation.

They were orientated that they could be entrepreneurs while you were orientated to be employee.

Chris Kirubi was born poorer than most of us. In fact, he was once a taxi driver and a security guard. You are where you are because that is the orientation you got.

If you change your orientation, you can change your life. Tell yourself, I can be an entrepreneur. This seems too simple to follow, but the truth is, we are who we believe we are.

Anyone who believes he/she is having what it takes to run his business, though he has nothing yet, he will end up having the strength and the resources needed. Belief is powerful!

Mahatma Gandhi said, "Man often becomes what he believes himself to be."

Check out any great thing anyone has ever achieved. Belief comes first, not resources. Henry Ford never knew how a car would look like yet, he believed he would design one.

Hillary believed he would climb the tallest mountain, Mount Everest, even when no one has ever succeeded trying it.

Did Nigerian 30 years old Isaac Durojaiye first believe or first saw resources to start the first mobile toilet manufacturing company in Africa? He first believed, then, his belief made it possible for him to get resources.

"It's what you choose to believe that makes you the person you are" – Karen Marie.

The person you are today is the product of what you chose to believe few years ago. If you had believed something else, you would have pursued something else and become something else.

Now is the time to start believing that you can be an entrepreneur.

That is the first step, as i have shown you in this chapter. Capital isn't the first thing; resources aren't the first thing – but believing you can.

Through this chapter, i have been able to convince you that you can be a successful entrepreneur.

Nothing, absolutely nothing is wrong with you. You have everything it takes to succeed as a business owner.

You Can!

Yes, you can! The reason why you may be unemployed or an unhappy employee today is because you were never oriented or taught how to be a business owner.

You were never enlighten or encouraged.

Now you have met with me and I am here to encourage and teach you the road to business success. This book is the first step. It`s written with the purpose of showing you the hidden truth about the 21 century world and to inspire you to be in charge of your life... to be a business owner.

As noted above, this book alone is sufficient to set so many people free. I mean, the truth in this book alone is enough to liberate many people in our world today.

In fact, after reading this book, a woman by the name Mrs. Bassey advised me to get copies of it across all the university and college students, so as to liberate their mind and set their vision straight, from the early age.

That`s it. This book alone is enough to get you to the world and create your life with your mind.

Let's proceed to chapter 8...

Chapter 8

Differentiate yourself for Business Success



“Don't be afraid to be who you are...”

The truth in this chapter alone, if well understood, will lead you to rise above 80% of the world population. If after I have convinced you to believe that you can become a successful entrepreneur, I needed to write just two words and conclude this course, those two words will be:

Be Different!

"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment." – Ralph Waldo.

School encouraged you to be just another person. If you're 100 in a class, teachers teach you the same thing in the same way at the same time.

And unfortunately, school encourages children to do just the same thing: get job. If you make any attempt to show your “geniusity”, you may be tagged "arrogant" and will be penalized for it.

No wonder Emerson said, "Colleges hate geniuses."

To succeed at school, you have to drop your real self at home. You have to follow every dos and don'ts your teachers tell you, even when they make zero sense.

However, it is entirely opposite thing in the real world or in the business world. To succeed in the real world, or as an entrepreneur, you have to say no to what everyone says yes to.

You have to think different. You have to be creative. You have to change the rules and challenge the status quo. Think deeply about the below quotation.

"Middle school is for being like everyone else; middle age is for being like yourself" –
Victoria Moran

After getting my first class, My family wanted me to become a professor or a great Accountant. In their own opinion, if you are brilliant or smart, then you should become a prof. When I said no to them, they fought with me. Why?

Because they think what everyone believes (jobs) is the best.

Many of our today's unemployed multitudes would have become great, rich and successful– if only school had taught them that they are different and unique.

Not only that, that there are certain things they can do better than other people.

What will happen in your life if you know and believe that you're different from every other person on earth? You will start doing things abnormally. What? You can read me again: Abnormally

What do I mean? Doing things the way other people consider ``normal`` simply means you will end up like others end up.

You never can become rich like that. When my company, Triple T Marchants, wanted to start our Facebook page (when Facebook page was still raining), our first watch word was;

Don't Do What Others Do!

Other people merely started pages and do whatever everyone does: post stories, jokes and ask unreasonable questions. We walked against the crowd. We didn't copy post from anywhere as others did.

We never asked useless questions as our “competitors” did. We didn't do just anything as others are doing.

We taught entrepreneurship, inspired our fans as we marketed our products. It was strange and new to them. Many were wondering, “Who are these guys?” Because what we were doing stood out, so many people fall in love with us.

The level of success we had was beyond that of any person I know who had Facebook page then.

As at the time we had 8,000 fans, we have made more money than most people who had 100,000 fans.

Don't be surprised; we were not even posting as much as many of them. While most of them would post 10-15 times every day, we would post 2-3 times.

You see now. They were working harder than us.

They had 12 times more fans than us, yet we made money than them. Why? Because our fans love us. Why do people love us? Because we are different.

And I must let you know this business tactics; our being different was not by accident (and yours too will not be).

Let me tell you this. We later decided to be updating our customers through their emails and in text messages. Here is what I want you to learn. Before we started using email, I took time to study as many competitor businesses as I could find to see who are also sending emails and texts to their customers.

I can't estimate how many hours or days or months (if it was up to that) I spent on this research. I could easily see that 90% of them are simply doing the same thing. We changed the game. What am I saying here?

Never follow crowd or you'll get lost within the crowd.

This is the number one business lesson you can learn anywhere. Nothing else will ensure your entrepreneurial success faster than this.

For the past 17 years I've started out on this entrepreneurial journey, I am yet to learn anything more important in the business world than this.

Stand out!

How do you apply this in your own business? Wherever you wish to start out on a business, your first assignment is to get out of your room.

Find as many people as possible, who are doing the same business you want to do. Move close to them as much as possible. Be their customer, if need be.

What you are doing here is called spying in the military terminology and it is the same thing we call market survey in the business world.

Here is how it works in the military. Wherever an army wants to fight a battle, their first assignment is to spy, to know their enemies' weaknesses and strengths.

The same thing is what we do in the business world. You will relate with those that have been doing the business you are doing. If you want to start a mini supermarket (for instance), you will have to visit every single supermarket in your town or area.

Pretend as a buyer. Walk around, speak with the sales reps, buy a little thing and go out.

Go to other supermarkets. Ask some questions (but never a direct question so as not to reveal you as a spy). See the way they are treating their customers. See their weaknesses. You will spend many hour or days on their websites (if they have).

What are you doing? You are detecting their weaknesses and strengths. If you do your homework diligently, you will find out that certain people in certain business are doing most things in certain way. Did you get what I mean here?

Most people are morons. They merely copy the existing system. They never had grace to be trained as entrepreneur (as you are being trained now). After discovering these common weaknesses, half of the battle is won. Your next task is to walk against the crowd. Build your strengths on their weaknesses. Do better what they are doing poorly.

Be caring where they are bullying. Be neat where they are dirty. Love your customers where they are exploiting them. Because you're doing things differently, you will stand out and people will see you as scarce.

Everyone appreciates and loves scarce things or person. Don't you know? We all appreciate and love people who do things differently.

"When you are content to be simply yourself and don't compare or compete, everyone will respect you." – Lao Tzu.

Whatever you want to do, wherever you find yourself, any business you intend to start, you must do things differently.

That is how to succeed in business and in today's world. It is a major business lesson; never forget it. Spy your competitors. Discover their weaknesses, work against them and win. Can we continue?

Wait! Did you observed that I have started teaching you some “secrets” you need to be a successful business owner?

Let`s continue to chapter 9...

Chapter 9

You Can't See Money With Your Two Eyes



You Need an Eye inside Your Head.

To be a successful entrepreneur, you need a third eye inside your head. This third eye is to see what is invisible to your two eyes

"Vision is the art of seeing the invisible." – Jonathan Swift.

Starting business (a revolutionary business, I mean) is all about creating what was never available or presenting what is available in a better, newer or cheaper form, which is called innovation.

Entrepreneurs are nothing but smart innovators. Your work as an entrepreneur is to bring to existence what was not or to renew the existing product/service in a more fascinating way.

The other time when I wrote on Twitter that money is invisible, some people sent comments to ask, how can money be invisible? Yes, money is invisible.

Think about last 20 years.

Nobody could imagine a social media where five hundred thousand people will be. Today however, we have a social media where over one billion people are registered, talking about Facebook.

If Facebook was to be a country, it would be the third largest country in the world.

For a 19 years old Zuckerberg to create a platform for over one billion people, it's a great thing! Now tell me, did Mark Zuckerberg (Facebook founder) get the Facebook's idea from heaven? Why hasn't anyone seen the idea that turned him to a billionaire before he, a young man saw it?

That idea was 'invisible'. Your physical two eyes are not capable of seeing a worthwhile business idea. Many at times you have to think 'out of box', thinking against the norms.

Let me give you an instance of seeing the invisible. Most people have been complaining ever since in Nigeria, about government's inability to provide public toilets to public places—that's normal for citizen, you know.

But here was a young, 30 years old man, Isaac who thought differently. Isaac Durojaiye then came up with an idea of mobile toilet.

That was the birth of a company, DMT Mobile Toilet.

They started small and later proceeded to a level where they are manufacturing mobile toilets, the first mobile toilet manufacturing company in Africa.

If you're living in Nairobi or any other big city in Africa, I'm sure you've seen or use these mobile toilets I'm talking about.

It was invented by someone who could see invisible, a man who could see beyond blaming government for everything instead, solve peoples' problem and be rich through that.

The last time I read about that company, I learned that they were working on how to be producing gas from human feces. The gas you will buy next may be from your body waste.

Imagine that! That is beyond two eyes, my friend!

What people with two eyes do is complain. It is people with an eye in the brain that create. Your hidden eye is your power to see beyond today.

The eye inside your brain is responsible for seeing invisible. So in what other people call rubbish, you see prosperity.

In what others call trash, you see treasure. Until you train your invisible eye (which some call vision), you can't really come up with any business idea that is revolutionary.

What most people are doing that they call business idea is a mere buying and selling. Who cannot do that? Who will raise capital for you to merely buy and sell? I know you're asking me deep within your heart, how can I see invisible?

First, stop complaining. People who are complaining addict are usually irresponsible people. They are usually bitter people. They complain about their president, their governor, their mother and father. They complain about everybody and everything.

Deep inside them, they are thinking, "It is not my fault, it is because we have bad leaders in this country", "It is not my fault, it is because I was born into a poor family", "It is not my fault, if I can travel out to America, I will be rich"

These people are not having a clear head. Their brain is clustered with negativism so it can't work properly to create a meaningful business.

If you haven't realized yet, this chapter is about discovering a good business idea. It all begins when a man discovers a need to be satisfied.

Business starts when you discover certain area where you can provide solution to human problems. We are still talking about seeing invisible (business idea).

I have told you, you must stop complaining. People who always complain never move ahead. Second, you must understand the science behind business creation. How do I mean? There is a formula for business creation.

The formula is; find a human problem you can solve better than those who are solving it right now and solve it strategically.

Find– that is your primary assignment. No business exists, except for solving a human problems.

Third, to see invisible, awaken your childhood strength! Become creative again.

As children, we were creative, courageous and adventurous. We tried things, created things and were virtually fearless. But after a lot of beating from our teachers at school, we began to be adopting general beliefs.

That is why Alexander Dumas said, "How is it that little children are so intelligent and men so stupid? It must be education (school) that does it."

By this, Dumas meant that, as children, we possessed strengths to succeed, until school turned us otherwise.

Bertrand Russell also said, "Men are born ignorant, not stupid; they are made stupid by education (school)."

We (as babes) were ignorant; we didn't know a lot of things. But we were not idiots. We had senses. It is school that turned us to idiots. How? We were trained to follow a certain designed way.

No one discovers business ideas by following the crowd. It is actually stupid to do things the way everybody does it.

Unfortunately, that is what school taught us to do. We have to change that!

Friend, from today, think opposite of other people around you. Don't follow public opinion. Wherever people are complaining about anything, always think, how can I solve this problem? Because you know there is money in solving people's problems.

When you walk on the street, stop seeing what government has failed to provide. Start looking for what you can provide. In fact, always think against the multitudes and keep asking yourself, how can I solve this problem? How can I provide better, easier or cheaper product/service than these business people?

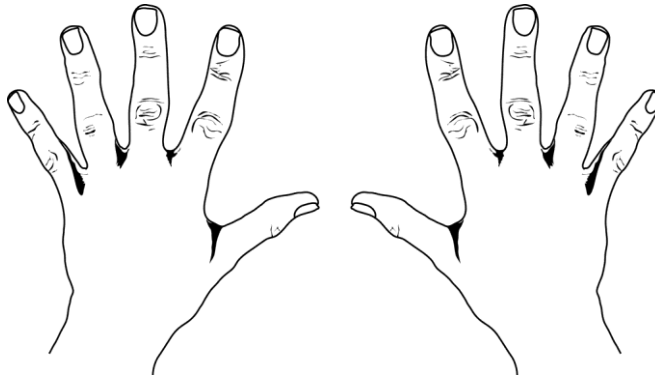
Asking brilliant questions will activate your invisible eye and you'll start seeing wealth. "The future belongs to those who see possibilities before they become obvious." – Join Scully.

You need an eye in your brain. The good news is that, that eye is already there. You only need to activate it.

Let's move on to chapter 10...

Chapter 10

You Can't Be Rich With Your Two Hands



Learn how to use other people's hands

I keep on asking, how many employees have you seen who are millionaires? Maybe 1 out of one million. You will know why it is near impossible to be a millionaire employee today.

Employees are using only two hands to work for money. School teaches you how to use your two hands and brains.

Unfortunately, two hands and brains are too small to make you rich. Not only wealth, your two hands and brains cannot do anything worthwhile.

Maybe you think I'm taking this issue too far? Read what John C Maxwell said,

"One (man) is too small number to achieve greatness."

Let me come a little practical. God, even God is working with teams. He does things and created things with His heavenly Beings and Angels.

Let me ask you, if you want to create or achieve anything today, where is your team? Did you even have a team for your present business? School never taught you the importance of a team.

Ambeth R. Ocampo said, "As you can see, there are quite a number of things taught in school that one has to (delete) unlearn or at least correct."

Whether school trains you to be an Accountant, a biologist or an engineer, you are expected to attend to your duty alone.

Even if you eventually meet yourself in a team at your work place, that team is not yours. It is your boss' team. You must correct this training and learn to work with other people to achieve your financial goals.

Your two hands are too little to overcome poverty. Why? Because it's a tough journey.

Tahir Shah said, "On a hard jungle journey nothing is as important as having a team you can trust."

I never started anything meaningful alone. In the year 2007, when I had the vision to start a my own company, Triple T Marchants, that deals with importing and supplying general goods, the first question I asked was; who and who will achieve this with me?

Because I know I can't do anything great alone, I shared my vision with those I knew could achieve it with me.

Not just anyone, people who have what it takes. People who could supply solutions whenever we encounter problems. (Of course, you will meet some problems on the way). What is the outcome?

Though we started with just two people on the 27th September, 2007, by the time I am writing this words, we have reached 25 shareholders and over 500 employees in the country. If I had started and worked all alone, i would be probably still be crawling.

I am here to tell you. My business ambitions would have been a mere dream– impossible to achieve– if not for people around me. But why?

Because I am limited. My energy is limited. My skill is limited. In fact, my time is limited.

By working with people, I could use the skills, energy and time I don't have. You get my point, don't you? As I started out fully in business, though I had not enough resources, I always struggled to have employees/team mate. Why do you need a team?

Two good heads are better than one.

I've come to discover that I have some weaknesses (everybody has some). To cope with the negative effects of these weaknesses, I must work with others who are having strengths in my weaknesses. But school never taught you the necessity of this.

Someone will start thinking, “how can I afford a team, I am just starting out?” Now, let me give you some tips.

First, starting from today, make friends consciously. I mean, choose your friendship wisely. Select only those who have something meaningful in their heads as friends.

Why this? Because our friends are the best, free team. You meet often. You exchange ideas and share life. If they are great, they will influence your life greatly.

What if they are poor-minded? You guess what will happen!

Second, wherever you have an idea or a challenge, use your team. If you're serious in making and keeping good friends, by the time you want to start a business or achieve something great, one or two of them will be qualified to stand as your starting team.

That is what Paul Allen did for Bill Gates to find Microsoft. That is what Steve Wozniak did with Steve Jobs to find Apple computer. That is what Sergey Brin and Larry page did together to find Google. Always have people around you, you are working with.

Sell your business vision to people (I mean, convince them to support you). Show them how they will profit by going alongside with you. Let them journey with you.

School taught you to be rich by working with your two hands and brains. I say no. You must go with others if you want to be rich. Make friends with meaningful people. Approach people who have expertise you don't have. Negotiate with them and journey with them.

Employ and engage people.

Create a suitable environment where their contributions will have profitable effect on your business. Your goal is not to have a shop; your goal is to have a business, a company.

This is not to say that you must not have a shop. This simply means you know you are going higher than that. That is why you need people to help you grow.

Business is a war. Nobody goes to the war front alone!

Let's continue to chapter 11...

Chapter 11

You can't Be Rich Working For Money



In the previous chapter we discussed that your two hands are too weak to make you rich. You must learn how to use hundreds of hands, starting from 4, 10 etc.

Another angle to see it is that you cannot be rich working for money. You must learn how to “manufacture” money. Yes, you must learn how to manufacture money.

Every rich person in the world is a money manufacturer. I will explain.

Bill Gates could sit down and write a single software. This software could be so powerful and valuable that he could sell it for \$250 or Ksh.25,000 in Africa.

What is in software? Nothing, air, except for what it does. This “air” could sell thousand and millions of copies and Bill Gates didn't have to work to produce the next copy.

That`s manufacturing money. Michael Jackson, in his life would release a musical album and in just one month, he might have sold three million copies. What is in a musical album? Air, except for the music inside.

What do I mean by air? It can easily be duplicated, into thousands and millions, without the need for any labor from the maker.

Another example, some years ago, one of the richest people in Africa (Mike Adenunga) had problem with his country's president (Obasanjo) and had to fly away from his country for about 18 months. When he came back, he was richer than when he left. Why? Because he was not working for money.

He was a money manufacturer. He has businesses where he needed not to be there for them to run and be profitable. He has set people and machineries in place to work for him.

This is how to manufacture money. If you must work for every money you earn, you are working for money.

If your income stops when you stop working, you`re working for money, you`re not manufacturing it. You cannot be rich working for money.

Unfortunately, all school taught you is how to work for money. Let me assume that you`re an employee of a company.

You have been working for this company since 10 years ago. You just wake up this morning and feel like spending six months in France, will you still earn income if you leave this job for six months?

Successful business owners are not working for money. They are manufacturing it.

Though school taught you how to work for money, I'm telling you that`s not going to make you rich. Starting today, you may be working for money, as a beginner in the entrepreneurial journey.

However, your goal is to grow to a point where you`re no longer working for money.

Instead, you`re manufacturing it

Let`s proceed to chapter 12...

Chapter 12

Life is Red and Green



"Wherever there is danger, there lurks opportunity; wherever there is opportunity, there lurks danger. The two are inseparable." – Earl Nightingale.

“We are on Earth to run”

If you have read this book so far up to this point, sure, you've learned some wonderful things about, money, life and business.

However at this junction, it is the best for you to know that life is never as you see it in movies. It is tougher, harder and more challenging!

You know in movies, you'll see someone achieving success within minutes. Movies show the picture of a successful man without showing us the step-by-step actions, pains and tears that led to his success.

I am of the opinion that, that is more reason why people are expecting cheap success. No success is cheap. Success is costly, and that is why only few people ever attain it. Riches is not free, it has a red side.

When I started studying success, I read for the first time in my life that: Life Is Hard. Reading that book (Maximum Achievement by Brian Tracy) was the beginning of a new life for me. I had spent many years in school and no teacher ever taught me that life is hard.

All they did was to come to class, force me to listen to them, compel me to write their tests and exams, even for the subjects I hated. You know, all of us actually hated school when we were young.

H.L Mencken said, "School days, I believe, are the unhappiest in the whole span of human existence."

Woody Allen said, "I loathed every day and regret every moment I spent in a school."

You must have heard or read about that great hero and world shaker, Winston Churchill. Churchill said, "How I hated schools, and what a life of anxiety I lived there."

Why do we all hate school? Because we were forced to do what we hated doing. I was only about 20 when I read Maximum Achievement, and ever since then, I handle life's issues differently from my mates.

I then fully became a student of entrepreneurship, success and wealth by reading good books written by rich and successful men.

I was amazed! Every good financial book I ever opened had taught me again and again that, "It is hard and tough".

No, never a cheap thing to be a successful entrepreneur (or anything great)". Today, I see people who are tired, frustrated and gave up.

They have tried few things and failed. Then, they blame Government, background or ill-luck. This is so because the B.sc, HND, PhD. they hold never taught them that success comes only after you have failed, sometime terribly and severally.

Tom Bodett said, "The difference between school and life is, in school you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson."

Life is hard. Life is tough. Life gives you test (problems, obstacles, etc.) before it teaches you what you need to succeed. I started from nowhere and I've failed many times, some little, others bitter and few terrible. I continue because I have been educated through the readings from successful people, that, the road must be tough and rough.

I've been trained through several readings from rich men that I must fail, fail, fail and probably fail again before I'll cross over.

I'm convinced that job is popular, not because it makes people rich or because it gives them the freedom they desire.

In fact, according to a research, over 92% of employees are not happy with their jobs. But because being an employee seems to promise ease and no headache as compared to running business which is full of headaches, people admire job.

Some research has found that the major difference between the rich and the poor is the fear that keeps the poor from acting.

Business idea could flash through the minds of 100 people. Some will believe they can't. Some will give excuses. Some will pursue it and fail, then turn back.

Here comes a man who makes millions: he who never gives up though school never taught him/her that life is Red and Green.

I'm telling you today. What do I expect from you?

I want you to adopt a right perspective about risk, mistake or failure. They are essential part of our life's journey.

Have you failed in business before? Learn from it and do what? Try again!

You may cry and rest, but don't allow people around you to tell you that “you can't” Try again. I mean, again and again till you win.

"Wherever there is danger, there lurks opportunity; wherever there is opportunity, there lurks danger. The two are inseparable." – Earl Nightingale.

Life is red and green. To avoid red is to avoid green.

Life gives us riches, success, pleasure etc. But they are by no way free. They have a cost. They have a price.

If anyone is enjoying anything in life which he didn't pay for, it means someone had paid for it.

There is a price for any prize. Let me explain with one analogy. When you see a beautiful baby, you will love to carry him. There is one thing you will notice, and that is, mothers are usually happy about their children.

Children are the most precious things to mothers. But you know something? Children are costly. Children are not free to get, children are expensive.

For a mother to carry pregnancy for nine months, you think about the pains, the troubles and the sleepless nights. Plus the fact that these women know that it is risky to be pregnant.

They know fully well that thousands of women die every year as a result of pregnancy related crisis. Yet, over 21 million women give birth to children in Africa every year.

The day a woman enters labor room is the most painful day of her life, yet, she will become pregnant again.

Why? Because women have accepted their responsibility on child bearing and joyfully take those risks and pains. Do you learn something in my above analogy?

Becoming pregnant is Red for a woman, breast feeding and training the child is also Red. However, when a child becomes a man, it is joy unlimited for the mother, then the Green. In life, green only comes after red. As an entrepreneur, you must get this right from the onset. From here and now.

You will succeed, you will excel, and you will be rich. But always remember, all these are the green side of life. There is a red side.

It is unfortunate that our society concentrates on publicizing people's achievement, and not their trials and failures

Why failure precedes every success, media don't talk much about people's failure. Why red comes before green, school did not teach us anything about the red side of life. That is why an average African youth believes in luck

This is because they think all these guys who are millionaires today are simply lucky. They could not see the red side of their life. They think Chris Kirubi is a billionaire. They don't think of when he was a sales boy.

They think Adenuga who owns Glo Company. They never thought of when he was a driver and a security guard. There is a red side you must willingly and joyfully pass through just as women willingly and joyfully carry pregnancy– even though it is painful and risky.

I was a very famous person when I was in school. This was so because I was the best student in my class and a political leader of thousands. I was known almost everywhere in my faculty and by many people from other faculties.

But when I left campus, I had a need to do casual jobs (Read that again and you`ll think I'm crazy) I had a need to beg people to allow me to hawk for them I had a need to be doing dirty things while my mates were looking for bank jobs.

Can you just imagine that? A brilliant and famous guy like me?

Forget that.

I understood what my mates did not understand. I know there is a red side of life and I was willing to joyfully endure the necessary pains— just as women do in pregnancy.

Life is Red and Green. And the very funny thing about life is, if you avoid red today, it is coming to you tomorrow.

If you fail to do some ugly things you should do today, you will be forced to do uglier things tomorrow. So, cheer up! Face life. Start that little business. Pay the price. Joyfully endure the Red side of life.

Your mates will serve you tomorrow. Just as my mates are doing now.

Let`s continue to chapter 13...

Chapter 13

School The Smartest Deceiver I Have Ever Seen



You cannot give what you don't have.

If you have read this book till this point, you have probably got your brain working. You have probably got inspired by this book, and you have probably have some regrets, such as, "why did I commit my life to school?"

"Why did I have to waste so much energy in schools?" "Why did I have to waste so much money to acquire useless certificates?" No.

Don't regret the error you were never responsible for. We were all brainwashed, when we were too young to know the truth.

Now that you have discovered the truth, the next thing is for you to act. What should you do? Give me some minutes and let me show you one more evil school is doing.

School is now teaching entrepreneurship. But Titus, how is this evil? I will explain.

You see, the best way to deceive someone is to lie in such a way he/she can never know that you're lying.

What is the second best way? When he/she is about to catch you lying, tell him/her that you're only joking.

For many decades, school has focused extensively on teaching children how to be employees, but in recent time, when it's becoming obvious that such teaching is stupid, school started introducing "entrepreneurship" courses for most of its victims (students).

There is nothing bad here except the fact that, it's a deception of another degree. Why? Because university Profs and college lecturers can NOT teach entrepreneurship.

They cannot teach entrepreneurship because it's not a theoretical subject. You have to have practical experience in the business world before you can be qualified to teach anybody how to be a business owner.

Believe me, 99% of our school teachers and lecturers are not qualified to teach entrepreneurship.

Some people may want to argue this with me, so let me win them straight away.

Around year 2012 I needed some employees for my business so I wrote some advert. Many graduates applied to work with me but one particular man caught my attention, not really for good.

This man was having B.sc and Master Degree in business administration. You have probably seen what actually caught my attention.

The first question I asked myself was, why will a man like this need a job? If at all he will ever need a job, why will he need a job from someone like me who is an "illiterate"? (You know I don't have any certificate. Laugh)

If somebody spends so many years and money in school to study and earn the “prestigious” B.sc degree and even move further to get Master Degree in business administration and such a person cannot start a successful business, what do you have to say?

It`s crazy. It shows how wretched school is. But that`s not where I am going.

If school cannot train people who go to school to fully study business, how to be successful business owners, how can school train our youths to be entrepreneurs, just by forcing them to offer one or two theoretical elective entrepreneurship courses?

You see what I am saying, don`t you? It`s a great deception, just to give a thief some good name.

But, why is it that the university Profs and lecturer cannot teach students how to be successful entrepreneurs? I have told you earlier, but let me repeat myself since you asked again.

You can NOT give what you don`t have.

Can anybody teach you how to drive a car, if he himself doesn`t know how to drive a car? Can anybody really teach you how to be a husband, if he has never been married?

How can university lecturers teach our youths how to start, run or succeed in business, when they themselves rarely ever start a business?

Today, I`m teaching thousands of people business not just because I love to, but because I have years of practical experience in the business world and because I have read hundreds of books about the subject of starting, running and making money from business.

School, in order to perfect its awful deception, started introducing theoretical entrepreneurship courses into its curriculum.

Don't fall for such lie. If you desire to become a successful business owner, don't go to school to learn business.

Instead, go to people who have practical experience in the business world, people who have started business before, people who have made business mistakes before, people who have failed in business before, people who have some success, even if little, in the business world before.

You need these people in two ways.

First, it will be good to have them as your mentor. Second, it's important (even a must) that you read their books.

The first thing you have to do (getting an experienced person as your mentor) is very important, but extremely hard to achieve.

This is because business people are usually very, very busy and most of them, even though they know so much about business, they don't usually have time to teach people what they know.

Though I love to teach people what I know, I have many things to attend to that I cannot give my time to everybody, except for extremely serious people.

The second thing you have to do (reading books by those who have practical experience in the business world) is very easy to do and I will advise you (beg you or even pay you if I can) to start investing your time in reading very good books about business.

It will be good for you to read as many books as you can read about business and money, but it will be great if you can read some good books from people who have practical business experience in Kenya or Africa.

Get me right.

You have to commit yourself to reading business books written by people all over the world, but you will as well need to read some books written by people who have business experience where you want to start your own business.

This is important because, though most business principles are universal, an African business expert who writes a business book will likely write based on Africa's situations and environments.

He will likely "speak the language you understand". I think I am qualified in this area.

I started my first business when I was a little boy of 15. I have spent most of my adult life doing business in Kenya, making mistakes in business, failing in business and making money in business.

Apart from my practical business experiences, I have been a crazy reader of great business books. As at the time of writing these words, I have gathered knowledge from more than 750 business books.

This is the reason why many people call me a genius. This is the reason why I teach people business tactics, tips and strategies, just as if I was born with them.

That is why i decided to write business training eBooks so that i can help as many Kenyans as possible to become entrepreneurs.

What makes my business training so great? Albert Einstein said, if you truly know something, you will be able to teach it in simple ways for your students to understand.

I teach business very well because I know business. I know business because I have spent 17 years (directly and indirectly) in the business world, trying, making mistakes, observing, learning, failing and succeeding and because I have read from hundreds of books about business.

You will forever be grateful to God if you continue to read my Business Training eBooks.

I hope this eBook has inspired you.

We have now come to the end of this book, please do whatsapp me on my number **0798460333** and give me your feedback about this eBook. I will greatly appreciate.

Bye!

